

STATE OF CALIFORNIA
CALIFORNIA DEPARTMENT OF AGING
DUTY STATEMENT
CDA 9003 (REV 04/2021)



See CDA 9003-I for Instructions	
1. INCUMBENT VACANT	2. EFFECTIVE DATE (MM/DD/YYYY) TBD
3. DIVISION Director's Office	4. UNIT NAME Office of Communications
5. CLASSIFICATION Staff Services Manager I (Specialist)	6. POSITION NUMBER 797-510-4800-951

7. SUPERVISOR'S STATEMENT: *I CERTIFY THAT THIS DUTY STATEMENT REPRESENTS AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION.*

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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8. EMPLOYEE'S STATEMENT: *I HAVE READ THIS DUTY STATEMENT AND AGREE THAT IT ACCURATELY REPRESENTS THE DUTIES I AM ASSIGNED.*

EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE
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You are a valued member of the department's team. You are expected to work cooperatively with internal and external stakeholders to enable the department to provide the highest level of service possible. Your efforts to treat others fairly, honestly, and with respect are important to everyone who works with you.

9. DESCRIPTION
<p>Under general direction of the Assistant Director of Communications, the Staff Services Manager I, Specialist primary responsibilities are to support the Master Plan for Aging and Older American Act program's outreach needs by leading, directing, and designing the production process of visual and audio materials and any media used for outreach, broadcast, and web communications toward the California Department of Aging's (CDA) branding.</p> <p>ESSENTIAL FUNCTIONS: The incumbent must have the ability to perform the following essential functions with or without reasonable accommodations:</p> <p>45%:</p> <ul style="list-style-type: none">• Develops, optimizes, and publishes high-quality digital content across CDA web properties that adheres to web governance and brand standards.• Establishes and implements design and format standards and processes to produce consistent and high-quality art, photo, video, and layout design for all CDA digital outreach materials.• Manages the design, launch, and ongoing management of CDA websites.• Monitors CDA webpage statistics to track keyword and page performance analytics. Develops strategies to optimize on-page content in accordance with Search Engine Optimization (SEO) best practices• Designs and develops internal and external landing pages.

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- Monitors website performance and website traffic for irregularities, issues, trends, and opportunities to optimize and increase SEO and Search Engine Marketing (SEM) results and rankings utilizing Uses Google Analytics and webmaster tools.
- Defines and tracks key performance indicators (KPIs) for CDA websites and collaborates with Enterprise Technology Branch to improve KPIs. Collaborates with internal and external stakeholders across project management, client services, and content/creative teams-to support web initiatives.

40%:

- Establishes and implements design and format standards and processes to produce consistent and high-quality art, photo, video, and layout design for all CDA outreach materials.
- Prepares and approves all CDA public communications, including but not limited to: website updates, press releases, publications, marketing materials, social media advertising, and videos.
- Serves as a subject matter expert for the department in planning activities, conferences, workshops, webinar presentations, and government meetings with for executives and stakeholders.
- Expands diversifies public participation and maximizes public awareness to ensure strategic goals and adoption of all department programs and services utilizing various social media platforms such as Twitter, Facebook, official press releases, webinars and the department' website.
- Reviewing and approving the work of Office of Communication's outside contractors as directed by the Assistant Director of Communications. Defines and monitors Office of Communications' project goals while adhering to approved budgets.
- Leads development and implementation of CDA's social media strategy to ensure a clear strategic plan is developed utilizing various social media platforms such as Twitter, Facebook, press releases, and the agency's website. This includes developing a content approval process, managing content calendars, posting, and reporting to management on effectiveness with the support of the communications team.

10%:

- Analyzes media trends and provides recommendations to Assistant Director of Communications for outreach. Assists Communications team in planning, organizing webinars, and events. Leads and assists Communications team with newsletter designs and content.

MARGINAL FUNCTIONS:

5%:

- Perform other related duties as assigned.

Working Conditions:

Due to the COVID-19 pandemic, CDA staff are temporarily working remotely per the state's emergency telework policy until further notice. The physical work location of the position is

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designated at the department's headquarters location, a two-story building and standard office modular workspace located in Natomas. The duties of the position require sitting for long periods of time while using a personal computer, reviewing documents, and attending meetings whether they are digital (i.e. Zoom, WebEx, MS Teams, etc.) or in person.